DOUGH TIME
HOME OF THE CHEESEBURGER EDDY

2025 FRANCHISEE

Information Packet

> “WE DON’T CHASE CHEAP - WE CHASE BETTER. EVERY PIZZA WE SERVE IS PROOF THAT QUALITY ALWAYS WINS. THAT’S WHY OUR FRANCHISEES WIN.”
>
> SAM (co-founder)

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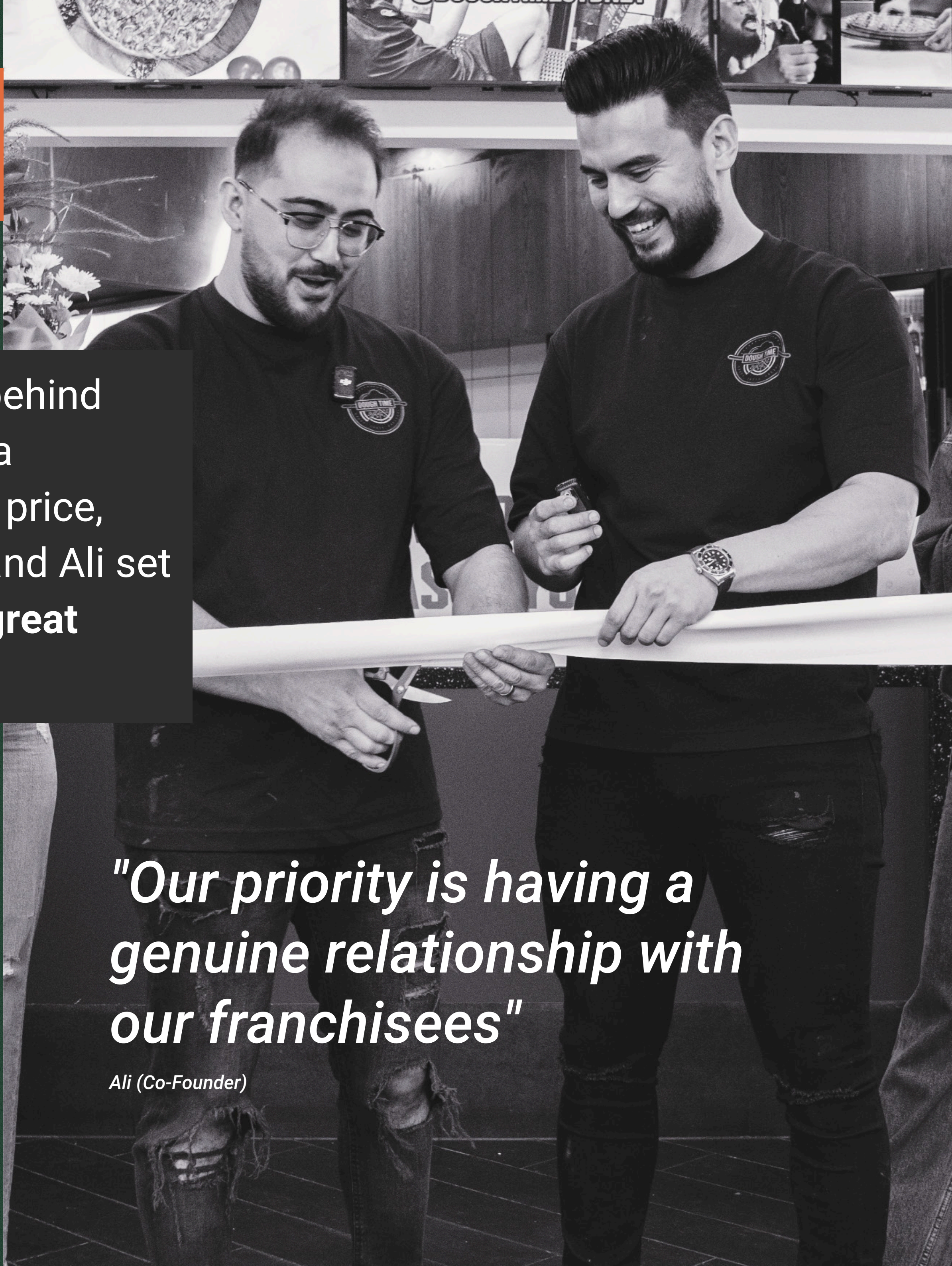
*visit **doughtime.info** for more information.*

THE FOUNDERS.

Sam and Ali are the dynamic brother duo behind **Dough Time**. They saw that too many pizza franchises were in a race to the bottom on price, forgetting what made pizza special. Sam and Ali set out to do things differently – focusing on **great flavour, freshness, and creativity.**

Sam & Wasim



> *"Our priority is having a genuine relationship with our franchisees"*
>
> *Ali (Co-Founder)*

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BURGER EDDY
DOUGHTIME.

OUR VALUES.

At **Dough Time**, everything we do is guided by a few core **values** and **philosophies**:

Franchisee First

We treat our franchise partners like family. Your success is our success. From day one, Sam and Ali foster a “franchisee first” culture – offering open communication, honest support, and a commitment to seeing franchise owners thrive. We build long-term partnerships, not just business transactions, and make decisions with our franchisees’ best interests in mind.

Creativity

We constantly innovate – from dreaming up unique pizza recipes to fun marketing ideas. Dough Time thrives on fresh thinking that keeps our menu exciting and our brand ahead of the curve.

Quality Not Cheap

This motto is at the heart of Dough Time. We refuse to join pointless price wars that sacrifice quality. Our focus is on premium ingredients and excellent taste, even if that means we won’t be the cheapest option on the block. We believe great pizza made with care will always win hearts over cut-rate deals.

Community

We’re more than a business; we’re a neighborhood hub. Dough Time is built on community love – we engage with locals, give back, and create an atmosphere where everyone feels like family. Our fully halal menu, for example, reflects our commitment to inclusivity and serving our community’s needs.

Adaptability

In a fast-changing food scene, staying flexible is key. We embrace change and quickly adapt to new trends and customer feedback. This agility keeps us relevant and able to introduce the next big thing in pizza. Importantly,

OUR FOOD

Dough Time serves up a mouth-watering range of pizzas – from beloved classics to innovative originals you won't find anywhere else. Every pizza is made with **top-quality, fresh ingredients** (100% halal) and crafted with care. We never skimp on quality, which means our dough is made fresh, our toppings are premium, and each pie is baked to perfection. The result? A delicious product that keeps customers coming back for more.

What truly sets our menu apart is our creativity and sense of fun. We love introducing **trending or viral flavours** to keep things exciting. If there's a pizza idea taking off on social media, you can bet Dough Time is on it! Our team is always experimenting with new recipes and limited-time specials to surprise and delight our guests.

> **"A PIZZA SO POPULAR, WE HAD TO TRADEMARK IT!"**

CHEESEBURGER EDDY™

OUR JOURNEY

From a single store to a growing franchise, here’s how Dough Time has grown in just **two years:**

Is it time for **you** to join our **family**?

2023 (2 Years Ago)

Dough Time is founded as Sam and Ali open the first store in **Quakers Hill, Sydney** – where the Dough Time journey begins.

2024

Dough Time opens its **second location in Earlwood.**

2024

A **third store opens in Kellyville.**

2024

Our unique creation **“‘Cheeseburger Eddy”** is officially **trademarked** after becoming a viral sensation and customer favourite.

2025 (Last Month)

Construction begins on our **Hassall Grove** location – the **first franchised Dough Time store.**

JOIN OUR FAMILY – KEY INFO

Dough Time is expanding, and we're excited to welcome new partners into our family. Here are the key details of our franchise opportunity:

01 Initial Franchise Fee

We value transparency and know how important it is when making a big decision. While your investment will vary depending on the location and fit-out specifics, the franchise fee will start from **$50,000+ AUD.**

02 Training & Support

Hands-on training is provided to get you up to speed on our recipes, operations, and systems. Plus, you receive ongoing support from our team – we're with you at every step to help your store succeed.

03 Royalty Fee

We transparently charge a **9% royalty** on gross revenue (paid monthly).

04 Franchise Term

5-year initial term with an option to renew for another term. We're in this for the long run and hope you will be too! After five years, you can renew and continue growing with Dough Time.

05 Exclusive Territory

Each Dough Time franchisee enjoys an **exclusive territory.** You have your **own area** to build a loyal customer base.

06 Ongoing Partnership

When you join Dough Time, you're not just opening a pizza shop – **you're joining a family.** We provide continual operational support, new product development, group marketing initiatives and a convenient supplier ordering platform.

Tired of cookie-cutter pizza chains and razor-thin margins? There's finally a smarter way to slice it. Chat with our founders and discover why more operators are backing a brand with flavour, flexibility, and real firepower.

100% HALAL CERTIFIED

HALAL

100% HALAL CERTIFIED

DOUGH TIME

SAUCY, TASTY FRESHHH!

Book a call down below

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